



FOR IMMEDIATE RELEASE
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**Dataline Announces a New Database Service,
*Consumer New Moves***

Princeton, NJ – Dataline, Inc., a leading compiler of consumer information and modeling services, is pleased to announce its' latest database product, *Dataline Consumer New Moves*. *Dataline's Consumer New Moves* is a prospect file that identifies newly moved consumers through recent telephone transactions. Selections can be made by recency (weekly versus monthly), geography and phone number.

“The new mover file is an excellent addition to Dataline’s products and services,” said Paul Sobel, President and Owner of Dataline. “With so many local and national services competing for your business, knowing who is new in the area can give direct marketers the edge on getting their message out first.”

Susan McNamara, Dataline’s Vice President of Sales - New York, “Identifying new movers creates prospecting opportunities for many local marketers. The file is a key tool for reaching new customers and can be used for direct mail and/or telemarketing.”

Dataline, Inc., founded in 2000 by Paul Sobel, is a direct marketing information company offering consumer data from a proprietary database of over 235 million individuals with over 1,000 different demographic, psychographic and transactional selections. Dataline’s products and services include: targeted mailing lists, sales leads, data enhancement and custom modeling.

For further information please contact Sharon McClellan at (609) 452-6014, email us at smcclellan@datalinedata.com, or visit our website at datalinedata.com.

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